

# Roadmap Development Workshop June 5-6, 2000

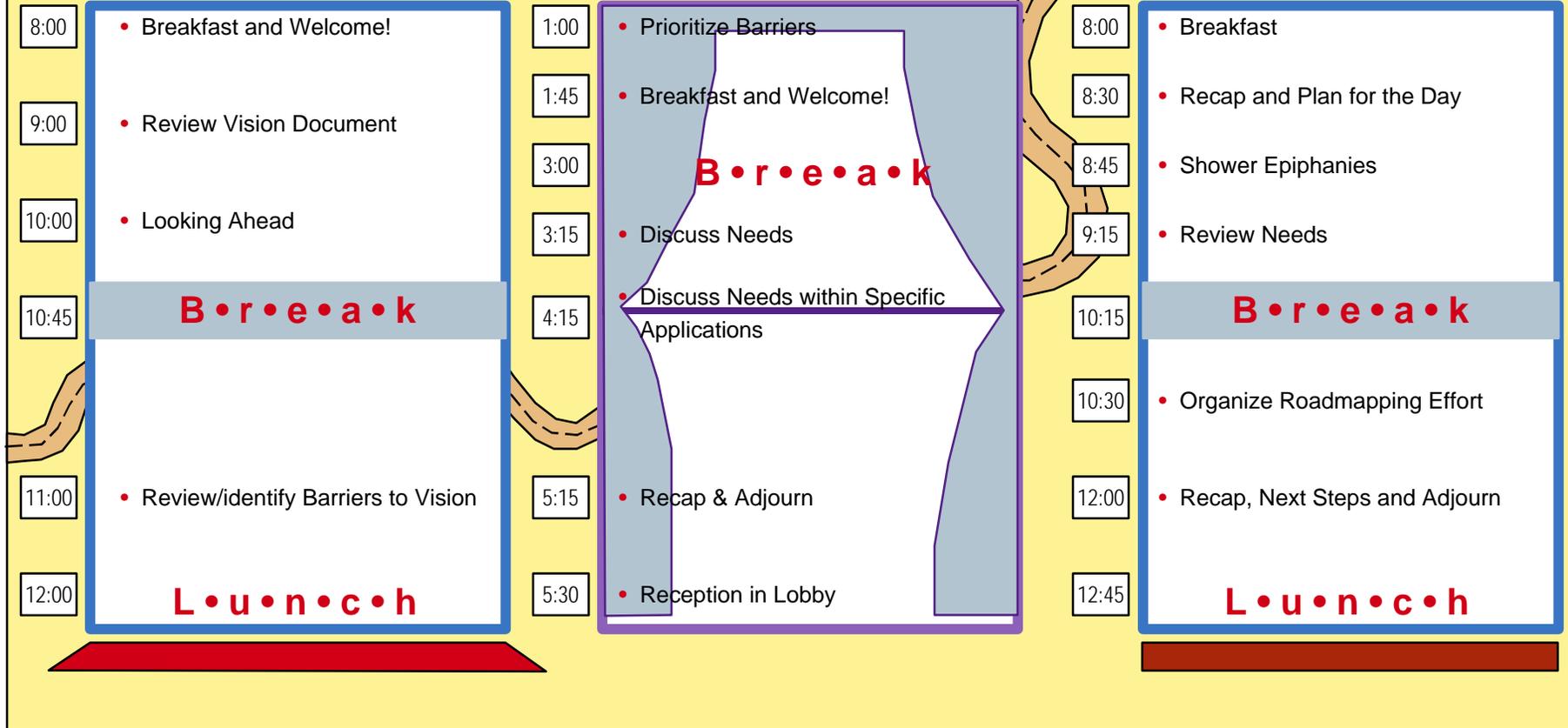
## Agenda

### Outcomes

- Refined vision statement
- Identified and ranked barriers:
  - Market technology and policy
- Key needs to address barriers

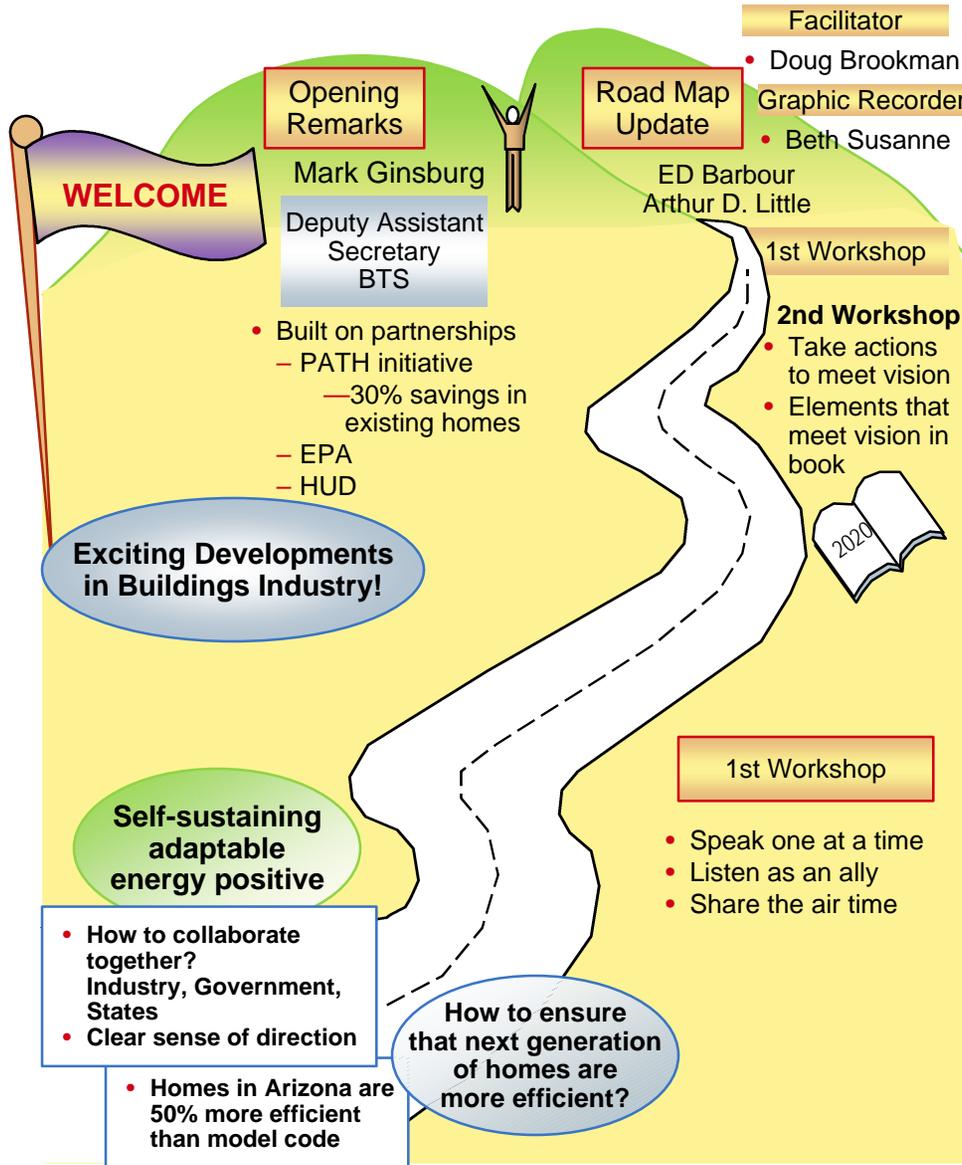
### Day One

### Day Two



June 5-6, 2000

## Road Map Development Workshop



## Review Vision Document

- Previous Roadmapping session - Fabulous!
- Need people working together
- Don't sell products sell systems
- Last 10 years - Drastic improvement
- Developed plan to work with path
- Brainstorming was good
- Developed vision from that brainstorming session
- Associations can bring some harmony (act as glue)

Tom Newton

Charles Cottrell

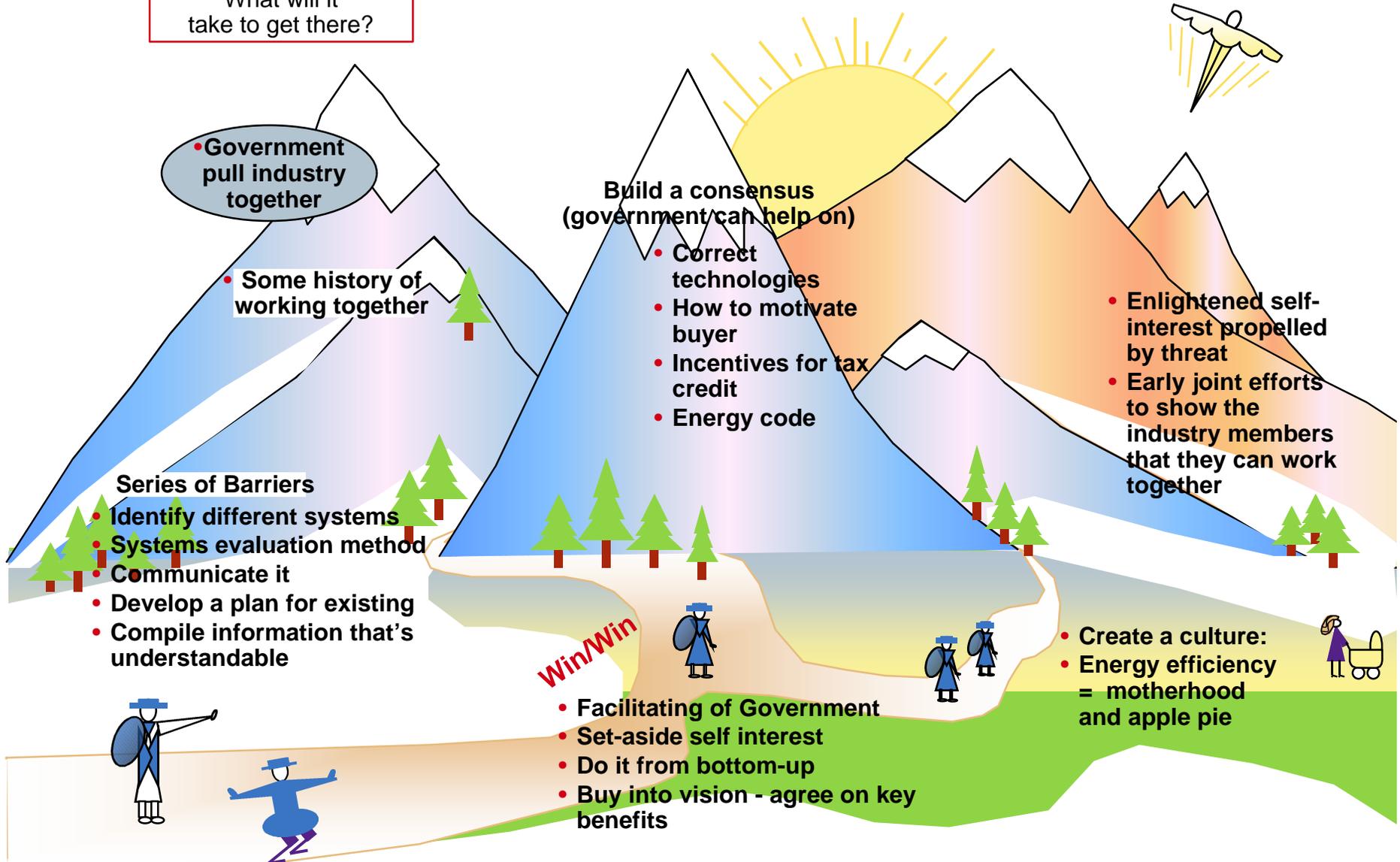
### Vision

- Affordable, competitive, innovative, positive, adaptable to change
- Lifecycle cost vs. first cost
- Safe indoor environment - healthy
- Industry can create a consumer demand
- How to get there? → Form agreement on how to sell.
- Raise consumer awareness through economics or passion (green)
- May require continuing regulations
- Need to think of ways to excite consumer about energy efficient home.
- Create a carrot for consumer with tax credits
- Impact of building on overall environment
- Need push and pull strategies
- Vision should be clear envelope - Don't try to include too many ideas, short, crisp



## Looking Ahead

What will it take to get there?



# Vision Statement

## Synonymous with Motherhood and Apple Pie

# 2020

Marketing can drive behavior

Consumers Purchasers All!

Rehab? New?

Homeowners-

"Drives" other than consumer pieces

### Passive

Provide Leadership for

Economic or Passionate  
Innovative/ Intelligent Building Technology

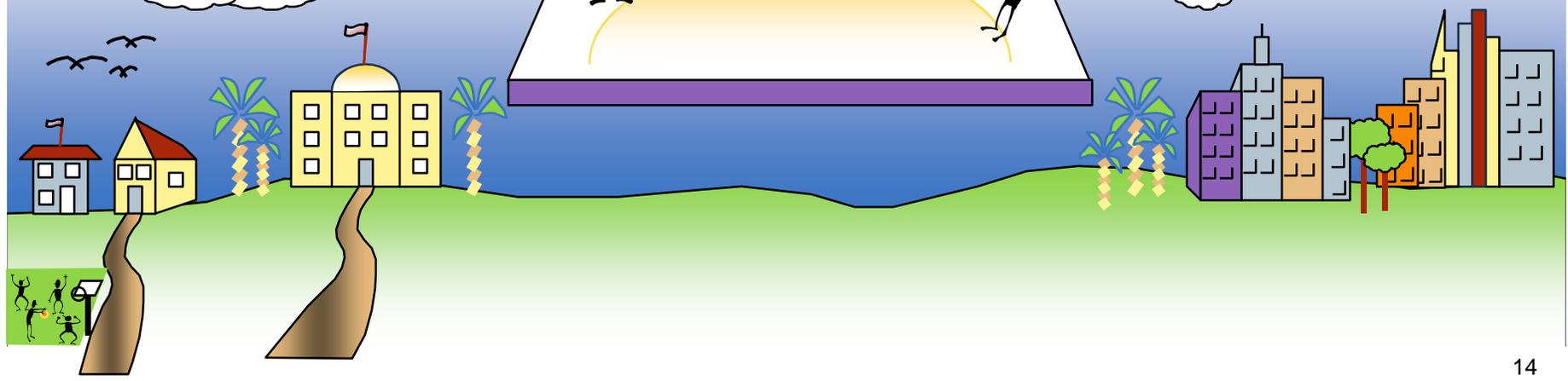
[Better access to] Highly consumers to drive public/private for self-sustaining, energy durable buildings that

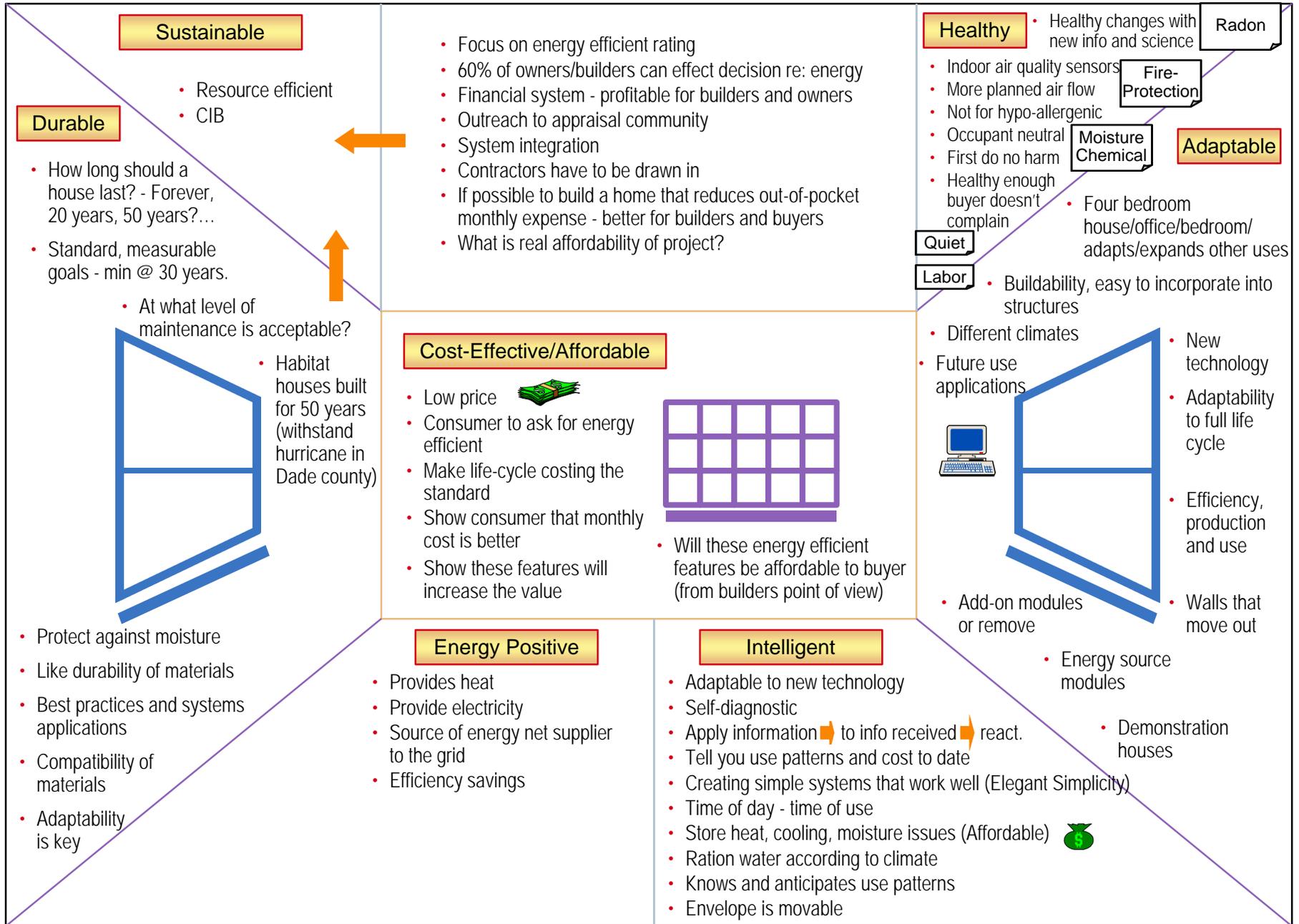
Healthy

Relevant information] enables partnership to meet demand positive, adaptable and are desirable places to work

Cost Effective

Affordable





## Identify Barriers to Achieve the Vision

### Policy

- (21) Lack of nationally accepted building rating system
- (17) Code acceptance, limitations, inconsistencies costs
- (15) Lack of insurance industry's support and involvement
- (4) Code enforcement; lack of inspection
- (4) Tax policy – R&D, Incentives
- (2) Codes need to be systems based as well as for occupational safety and health
- (2) Minimum standards perceived as high standards
- (2) HUD standards for manufactured housing are too low!
- (2) Lack of coordinated government research
- (2) Arbitrary funding for research (inadequate) and not aligned with need
- (1) Product liability limitations, ort reform
- (1) Distaste for regulation
- (1) Fragmented political institutions

### Technology

- (12) Systems integration of building components & how they function
- (11) Lack of skilled labor - Subs (Improper installation) acceptance
- (8) Lack of collaborative R&D for systems
- (4) No process of discovery of interactive effects (new products)
- (2) Lawsuits/Product liability, new products
- (2) Technology inventions: recycling and separation
- (2) Testing technology performance of materials in the real world
- (2) Mass customization in an affordable way

### Market

- (20) Lack of measurability: National standard?
- (19) Builder is the largest driver (push rather than pull) rather than the consumer
- (15) Highly fragmented industry, products, turf wars, building design, lack of leadership, builders – lack of industry vehicle, voice
- (9) Resistance to change (small entrepreneurs)
- (4) Products perception based on market image ® not performance
- (2) Vision Statement needs to be simplified in order to make it easier to market
- (2) Focus around median home values to target market (regionally related) 80/20 rule
- (2) Quality/quantity of labor
- (2) Both builder and consumer look at costs (initial)
- (1) Distrust of technology - will it work?, break?, be fixed locally?
- (1) Raising consumer awareness to real maintenance costs